



Report to the Industry

October 9, 2025

August STR summary

STR reports hotel data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
50.8%	49.6%	-2.4%	\$123.31	\$131.77	+6.9%	\$62.68	\$65.40	+4.3%

August Key Data summary

Key Data reports vacation rental data in Lee County.

Average Occupancy Rate			Average Daily Rate			RevPAR		
2024	2025	% Change	2024	2025	% Change	2024	2025	% Change
21.2%	21.7%	+2.2%	\$205.65	\$212.14	+3.2%	\$43.63	\$46.01	+5.4%

Bed tax collection

The preliminary resort tax collected for August 2025 was \$2,319,072, a 6.58% increase over August 2024 preliminary collections of \$2,175,922. Fiscal year-to-date preliminary tourist tax collections are \$44,807,978, an increase of 5.93% year-over-year.

Airport news

During August 2025, 647,917 passengers traveled through Southwest Florida International Airport (RSW), an increase of 5.4% compared to August 2024 and the best August in the 44-year history of the airport. Year-to-date, passenger traffic is down 0.3% compared to the same period last year.

Visitor Services report

Simone Behr, VCB director of visitor services, reported that the Tourism Ambassador volunteers assisted a record number of 924,561 visitors and residents during the FY 24/25. Fiscal year to date the value of our volunteer hours is more than \$1 million. In August, Visitor Services hosted the 25th Annual Elaine McLaughlin Outstanding Hospitality Service awards honoring hospitality and allied industry employees at the Caloosa Sound Convention Center. On September 19th, VCB volunteers celebrated National Talk Like a Pirate Day at RSW by handing out stickers and pirate favors to the traveling public. Visitor Services has recruited a number of new volunteers who are currently in training. Thank you to many of our industry partners who are hosting our volunteers for their fall destination education training.

VCB Annual meeting

Please join us on Wednesday, November 12 from 8-11 a.m. at the Hyatt Regency Coconut Point Resort & Spa for this year's Annual Meeting. We will share highlights of our new sales and marketing plan along with other fun surprises. Our special guest speaker will be Fred Dixon, President and CEO of Brand USA. [RSVP by clicking here.](#)

Next TDC meeting

There is no TDC meeting in November due to the annual meeting. The next regularly scheduled TDC meeting will be held at **9 a.m. Thursday, Dec. 11, 2025**, at the Lee County Admin East Building, Room 118, 2201 Second St., Fort Myers. To view a complete tax collections report, go to www.LeeVCB.com. Contact: Tamara Pigott, TPigott@leegov.com, Lee County VCB, 239-338-3500.